

# 56135

**Dienger, Whitney**

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**From:** Jacobs, Sarah  
**Sent:** Thursday, September 13, 2012 4:20 PM  
**To:** Dienger, Whitney  
**Subject:** RE: Protect Your Vote Ohio - WKRC mkgds  
OK

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**From:** Dienger, Whitney  
**Sent:** Thursday, September 13, 2012 4:19 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: Protect Your Vote Ohio - WKRC mkgds

Since Tue 10p-11p is really 9-11p (the encore of the 2-hour finale), I booked under the special inv code, but restricted it to 10p-11p and the NCIS LA program. Okay?  
If so, it is ready to approve.

**Whitney Dienger**

**Executive Assistant · WKRC-TV · EKRC-TV**  
1906 Highland Avenue · Cincinnati, OH 45219-3104  
**phone:** 513-763-5544 | **fax:** 513-763-5562  
**E-mail :** [wdienger@local12.com](mailto:wdienger@local12.com)

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**From:** Jacobs, Sarah  
**Sent:** Thursday, September 13, 2012 2:57 PM  
**To:** Dienger, Whitney  
**Subject:** FW: Protect Your Vote Ohio - WKRC mkgds

MKGD offered:  
2x M-F 630-7am @\$1100 each (9/17 & 9/18) P1  
2x M-F 8-9am @\$700 each (9/17 & 9/18) P1  
Tues 10-11p @\$6000 P1  
1x 430-5pm 9/17 @\$1800 P1  
Total \$11,400

9/13/2012

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**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Thursday, September 13, 2012 2:54 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: Protect Your Vote Ohio - WKRC mkgds

ok

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Thursday, September 13, 2012 2:54 PM  
**To:** Whitney Eversole  
**Subject:** Protect Your Vote Ohio - WKRC mkgds  
**Importance:** High

The following spots are missed 9/13 & 9/14 due to late arriving copy:

2x 6-630am @\$1100 each  
2x 7-8am @\$700 each  
1x 530-6p @\$1900  
1x 6-630p @\$2000  
2x Sat 6pm @850 each (n/a due football)  
1x 11-1135pm @\$2200  
Total \$11,400

MKGD offered:

2x M-F 630-7am @\$1100 each (9/17 & 9/18)  
2x M-F 8-9am @\$700 each (9/17 & 9/18)  
Tues 10-11p @\$6000  
1x 430-5pm 9/17 @\$1800  
Total \$11,400

I do have an AFC spot left Sunday 9/17, but the rate is \$9000...if you prefer that, I can revise this mkgd package.

Please confirm approval.

(also, FYI Sat 6pm news is not available most weeks between now and the election since we have SEC and some Big East)

Thanks

SAJ

Sarah Jacobs

9/13/2012

Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

✓

**LOCAL 2**

Orders	Order / Rev:	56135
	Alt Order #:	
	Product Desc:	Issue 2
	Estimate:	2684
	Flight Dates:	09/14/12 - 09/22/12
	Original Date / Rev:	09/13/12 / 09/13/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015
	Strategic Media Placement

Cash
Broadcast
EOM/EOC
15%

Advertiser	Name:	Protect Your Vote Ohio
	Demographic:	HH
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

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00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/22/12	42	\$68,300.00	\$58,055.00

<b>Totals</b>				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$68,300.00	\$58,055.00	0.00
Totals	42	\$68,300.00	\$58,055.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM				
Start Of Order - End Of Order				100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$68,300.00
Market	100%	\$166,585.37

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKNWN	0%	\$0.00
WCPO	20%	\$33,317.07
WLWT	20%	\$33,317.07
WSTR	4%	\$6,663.41
WXIX	15%	\$24,987.80

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKRC	09/17/12	09/21/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	11111--	:30	5	\$1,100.00	P-1	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	11111--	5	\$1,100.00	0.00								
2	WKRC	09/17/12	09/21/12	CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	11111--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	11111--	5	\$700.00	0.00								
3	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1-	1	\$650.00	0.00								
		Week: 09/17/12	09/23/12	-----1-	1	\$650.00	0.00								

